1. A method of screening or validating an antiestrogen, said method comprising screening a test compound for the ability to activate transcription through an indirect estrogen response, the method comprising:

a) providing a cell comprising AP1 proteins, an estrogen receptor and a promoter comprising an AP1 site which regulates expression of a reporter gene;

b) contacting the cell with the test compound; and

c) detecting the expression of the reporter gene, wherein enhanced expression of the reporter gene indicates that said test compound has the ability to activate transcription through an indirect estrogen response and is not fully antiestrogenic.

13. A method of screening or validating an antiestrogen, said method comprising screening a test compound for the ability to inhibit transcription through an indirect estrogen response, the method comprising:

a) providing a cell comprising AP1 proteins, an estrogen receptor and a promoter comprising an AP1 site which regulates expression of a reporter gene;

b) contacting the cell with the test compound and a compound known to mediate an indirect estrogen response;

c) detecting the expression of the reporter gene, wherein inhibition of expression of said reporter gene produced by said compound known to mediate an indirect estrogen response indicates that said test compound inhibits transcription through an indirect estrogen response and is a candidate antiestrogen.

18. A method for screening a test environmental compound for estrogenic activity mediated through an indirect estrogen response, the method comprising:

a) providing a cell comprising AP1 proteins, an estrogen receptor and a promoter comprising an AP1 site which regulates the expression of a reporter gene;

b) contacting the cell with the test compound; and

c) detecting the expression of the reporter gene, wherein enhanced expression of the reporter gene indicates that said environmental compound has estrogenic activity.